

A. AMENDMENTS TO CLAIMS

Please cancel Claims 2, 3, 14, 15, 29, 30 and 39-41, add new Claim 12 and amend the claims as indicated hereinafter.

1. (CURRENTLY AMENDED) A computer-implemented method for estimating how a user would rate an item that the user has not yet rated, the method comprising: comprising the steps of: in a computer system identifying one or more items that have been rated favorably by the user; user and that have ratings that satisfy a minimum rating threshold; in the computer system identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are substantially similar to ratings given by the user to the one or more items; and in the computer system estimating how the user would rate the item that the user has not yet rated based upon how the one or more other users rated the item.
2. (CANCELED)
3. (CANCELED)
4. (CURRENTLY AMENDED) The computer-implemented method as recited in Claim 1, wherein the step of identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are substantially similar to ratings given by the user to the one or more items includes identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are within a specified amount of ratings given by the user to the one or more items.

5. (CURRENTLY AMENDED) The computer-implemented method as recited in Claim 4, wherein the ~~step of~~ identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are within a specified amount of ratings given by the user to the one or more items includes for each item from the one or more items, determining whether the rating given by the one or more other users is within a specified amount of the rating given by the user.
6. (CURRENTLY AMENDED) The computer-implemented method as recited in Claim 4, wherein the ~~step of~~ identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are within a specified amount of ratings given by the user to the one or more items includes determining whether an average of the ratings given by the one or more other users to the one or more items is within a specified amount of an average of the ratings given by the user to the one or more items.
7. (CURRENTLY AMENDED) The computer-implemented method as recited in Claim 1, wherein the ~~step of~~ estimating how the user would rate the item that the user has not yet rated based upon how the one or more other users rated the item includes comparing the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated.
8. (CURRENTLY AMENDED) The computer-implemented method as recited in Claim 7, wherein the ~~step of~~ comparing the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated includes comparing an average of the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated.

user has not yet rated.

9. (ORIGINAL) The computer-implemented method as recited in Claim 1, wherein the item is a movie and the one or more items are one or more movies.
10. (ORIGINAL) The computer-implemented method as recited in Claim 1, wherein the item is a game and the one or more items are one or more games.
11. (ORIGINAL) The computer-implemented method as recited in Claim 1, wherein the item is a rental item.
12. (ORIGINAL) The computer-implemented method as recited in Claim 1, wherein the number of items in the one or more items is at least a specified number of items.
13. (CURRENTLY AMENDED) A computer-readable medium ~~carrying one or more sequences of one or more instructions for estimating how a user would rate an item that the user has not yet rated, the computer-readable medium carrying one or more sequences of one or more instructions including instructions which, when executed by one or more processors, cause the one or more processors to perform the steps of:~~ identify one or more items that have been rated favorably by the user; and that have ratings that satisfy a minimum rating threshold; identify one or more other users that have rated the one or more items and given ratings to the one or more items that are substantially similar to ratings given by the user to the one or more items; and

estimate how the user would rate the item that the user has not yet rated based upon how the one or more other users rated the item.

14. (CANCELED)

15. (CANCELED)

16. (CURRENTLY AMENDED) The computer-readable medium as recited in Claim 13, wherein the ~~step of~~ identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are substantially similar to ratings given by the user to the one or more items includes identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are within a specified amount of ratings given by the user to the one or more items.

17. (CURRENTLY AMENDED) The computer-readable medium as recited in Claim 16, wherein the ~~step of~~ identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are within a specified amount of ratings given by the user to the one or more items includes for each item from the one or more items, determining whether the rating given by the one or more other users is within a specified amount of the rating given by the user.

18. (CURRENTLY AMENDED) The computer-readable medium as recited in Claim 16, wherein the ~~step of~~ identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are within a specified amount of ratings given by the user to the one or more items includes determining whether an average of the

ratings given by the one or more other users to the one or more items is within a specified amount of an average of the ratings given by the user to the one or more items.

19. (CURRENTLY AMENDED) The computer-readable medium as recited in Claim 13, wherein the ~~step of~~ estimating how the user would rate the item that the user has not yet rated based upon how the one or more other users rated the item includes comparing the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated.
20. (CURRENTLY AMENDED) The computer-readable medium as recited in Claim 19, wherein the ~~step of~~ comparing the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated includes comparing an average of the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated.
21. (ORIGINAL) The computer-readable medium as recited in Claim 13, wherein the item is a movie and the one or more items are one or more movies.
22. (ORIGINAL) The computer-readable medium as recited in Claim 13, wherein the item is a game and the one or more items are one or more games.
23. (ORIGINAL) The computer-readable medium as recited in Claim 13, wherein the item is a rental item.

24. (ORIGINAL) The computer-readable medium as recited in Claim 13, wherein the number of items in the one or more items is at least a specified number of items.

25. (WITHDRAWN) A computer-implemented method for selecting a particular movie to be recommended to a user for rental, the method comprising the steps of:
identifying a first set of one or more movies that have been rated favorably by the user;
identifying one or more other users that have rated the first set of one or more movies favorably and given ratings to the first set of one or more movies that are within a specified amount of ratings given by the user to the first set of one or more movies;
identifying a second set of one or more movies that the one or more other users have rated favorably compared to the first set of one or more movies, wherein the second set of one or more movies have not been rated by the user; and
selecting the particular movie from the second set of one or more movies.

26. (WITHDRAWN) A computer-readable medium carrying one or more sequences of one or more instructions for selecting a particular movie to be recommended to a user for rental, the one or more sequences of one or more instructions including instructions which, when executed by one or more processors, cause the one or more processors to perform the steps of:
identify a first set of one or more movies that have been rated favorably by the user;
identify one or more other users that have rated the first set of one or more movies favorably and given ratings to the first set of one or more movies that are within a

specified amount of ratings given by the user to the first set of one or more movies;

identify a second set of one or more movies that the one or more other users have rated favorably compared to the first set of one or more movies, wherein the second set of one or more movies have not been rated by the user; and

select the particular movie from the second set of one or more movies.

27. (WITHDRAWN) An apparatus comprising:

a movie selection mechanism configured to select a particular movie to be recommended to a user for rental by

identifying a first set of one or more movies that have been rated favorably by the user,

identifying one or more other users that have rated the first set of one or more movies favorably and given ratings to the first set of one or more movies that are within a specified amount of ratings given by the user to the first set of one or more movies,

identifying a second set of one or more movies that the one or more other users have rated favorably compared to the first set of one or more movies, wherein the second set of one or more movies have not been rated by the user, and

selecting the particular movie from the second set of one or more movies; and

a data generator communicatively coupled to the movie selection mechanism and configured to generate data that indicates the particular movie selected from the second set of one or more movies.

28. (CURRENTLY AMENDED) An apparatus comprising:
a memory configured to store data; and
an estimator mechanism communicatively coupled to the memory and configured to
estimate how a user would rate an item that the user has not yet rated by
identifying one or more items that have been rated favorably by the user, user and
that have ratings that satisfy a minimum rating threshold,
identifying one or more other users that have rated the one or more items and
given ratings to the one or more items that are substantially similar to
ratings given by the user to the one or more items, and
estimating how the user would rate the item that the user has not yet rated based
upon how the one or more other users rated the item.

29. (CANCELED)

30. (CANCELED)

31. (ORIGINAL) The apparatus as recited in Claim 28, wherein the estimator mechanism is
further configured to determine whether the ratings given by the one or more other users to
the one or more items are within a specified amount of the ratings given by the user to the
one or more items.

32. (ORIGINAL) The apparatus as recited in Claim 31, wherein the estimator mechanism is
further configured to determine, for each item from the one or more items, whether the
rating given by the one or more other users is within a specified amount of the rating given
by the user.

33. (ORIGINAL) The apparatus as recited in Claim 31, wherein the estimator mechanism is further configured to determine whether an average of the ratings given by the one or more other users to the one or more items is within a specified amount of an average of the ratings given by the user to the one or more items.

34. (ORIGINAL) The apparatus as recited in Claim 28, wherein the estimator mechanism is further configured to compare the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated.

35. (ORIGINAL) The computer-implemented method as recited in Claim 34, wherein the estimator mechanism is further configured to compare an average of the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated.

36. (ORIGINAL) The apparatus as recited in Claim 28, wherein the item is a movie and the one or more items are one or more movies.

37. (ORIGINAL) The apparatus as recited in Claim 28, wherein the item is a game and the one or more items are one or more games.

38. (ORIGINAL) The apparatus as recited in Claim 28, wherein the item is a rental item.

39 - 41. (CANCELED)

42. (NEW) The apparatus as recited in Claim 28, wherein the number of items in the one or more items is at least a specified number of items.